P 66 E

Present

App. F. IX-4

Previous References 1933.4 (Secy)

File No. 92-33.

Serial Nos. 3-6

Later References.

Secy III-34 (1-3)

Secy 50-37 (1-2)

GENERAL AND REVENUE SECRETARIAT.

Serial Nos. four

Part B for July 34.

SUBJECT.

Deputation report of work done by Mr H. G. Govinda Rau during his visit to Madras, Bombay, Calcutta and other places.

D 159-50 dt 7.7.34

50 — Dir Ste. Comptroller to Govt

Secy financial, secy

Sanction Re Director Federal —

WD 01965—GPB—15,000—7-7-34

4940.

Serial No.

Letter no D4-312-33 dated 9th May 1934 from the Dir. I/c Sericulture, forwarding Mr. H. S. Gowrishankar's report of work done during the period of his deputation to Madras, Bombay, Calcutta and other places and requesting that he may be permitted to reduce the price of silk to Rs. 3/- per yard for standard georgette, &c. and also a grant of Rs. 9000/- for purposes of advt. during 1936-35.

Subo for perusal.

2 The present Cost price of a yard of georgette is stated to come to Rs. 3-10-0; the Dir. requests permission to reduce the price up to Rs. 3/- a yard if necessary. This is for orders; the proposal involves certain annual loss.

3 It is observed from the report that the silk fabric products are superior to other fabric products but at least they are not known in several places. This seems to indicate the necessity for advertising the products on a larger scale. The Dir. wants a grant of Rs. 9000/- for the purpose. This is for orders — Kindly refer 14-14-5-34 is invited to the demi-official

Cf —— dated 24-4-34 in the linked file

D4165
Sec 95.33-1

NOTE—Contn. Sheet.

WD 01536—GPB—7,500—5-4-34

4 Unless prices are reduced Stocks will further accumulate, leading to deterioration & loss. The reduction in price of georgettes to Rs 3/- per yard, may be approved

5 Mr. H.S. Govinda Rao's report indicates among other things, the urgent necessity for a well-planned advt of our silks. The grant requested viz, Rs 9000/- is perhaps capable of reduction, in view of the fact that in another connexion it is proposed to allot Rs 33,500/- for the advts of the products of the Govt Soap Factory, as also those of other Govt Industrial concerns inclu the Silk Weaving factory.

6 The Report is interesting and is in favour of persuing

D. Sec[y]) WG 14/5/34

7 1 Price reduction is necessary & steps are taken

2 Extensive Advt is necessary & steps are taken & the grant of 33,500 rs

3 If a further grant is necessary it may be considered later

4 Steps are taken to reduce the cost of production chiefly by increasing the output especially in the dyeing section & by economies

For Member

8 yes

OFFICE OF THE FIRST MEMBER OF COUNCIL 18 MAY 1934 No. 9123.

9 Mr. Allen is now & the file is called for the balance amount & the Report may be sent

SECY 15 MAY 1934 3981

10 yes

WW 17/5/34

WG 22/5

WG 22/5

General and Revenue Secretariat | Seri File No. 92 of 1933. | [App. F. III—2

Serial No.

11 Dorpl Lubd - Fl. Secy has to be consulted regarding the grant of Rs. 5'000/- 12 Dft for appl

D. Sec'y)

Fl. Secy

25/5/34

28/5

29.5.34

31.5.34.

1.6.34.

14/5811

2/part

28.5.34.

Fe 3393/29-5-34

26. MAY 1934 4278

TYPING SECTION, 6. JUN. 1934 GEN. & REV. SECTT.

4 D. 5878-9 96.6.34

To The Dir. Fte

I. Compte.

Records the correspondence with observations and approves of the reduction in prices up to the limits proposed.

Secy Fte 6.6.34.

GEN. & REV. SECRETARIATE 10 JUN 1934

NOTE—Contn. Sheet.

WD 01536—GPB—7,500—5-4-34

File No. Ser 92 of 193 3.

General and Revenue Secretariat

Letter no. DG-312-338 9th June 1934 from the Dir. I.A. stating that the expenditure on engrs. will be charged to the working expenses of the Railway and requesting rules permitting expenditure up to Rs. 9 000/- during next year.

It has been written refer to the Members rules or have a longer.

KB. 13.6.34.

KB 14-6-34

D. Sec'y) MW 14/6/34

(16) The request for the immediate grant may perhaps be taken into consideration about the end of December

First draft MW 25.6.34.

(17) The proposal may be Land MW 25/6

28/6/34.

(18) Fair copy

First draft MW 28.6.34

MW 28/6

(19) MW 2/7

(20) Dft

(21) Draft corrected

MW 3/7

Dft revised & typed MW 3/7/34

MW 4/7/34

Sd/

OFFICE OF THE FIRST MEMBER COUNCIL 27 JUNE 1934 No. 6094

TYPING SECTION 5 JUL 1934 GENL & REV. SECTT.

Je 3633 29-6-34

MW 4/7

Serial No.	
H. Secn. 56	Finl. Secn. has agreed. Draft-Yajna Secn.
	Issued 7/7
	Issued 7/7
6	D. 159-60 Dy. 7.7.34
	Do. The Dir. Ste.
	" Comptr. Mint & H. Sects.

NOTE—Contn. Sheet.

WD 01955—GPB—22,500—12-6-34

Seri. 92-33-3.

Tels.—"INDUSCOM" *Codes used*—A.B.C., 5th Edn., Bentleys.

GOVERNMENT OF MYSORE.

Department of Industries and Commerce.

D. O. No. D 4·312/33·34

OFFICE OF THE DIRECTOR,

Mr. A. V. Ramanathan, B.A.,
Director.

Bangalore, dated 9th May 1934.

Seri. Dep. 93.33.

by dear Venkatanarasaiya

With reference to G. O. No. D. 4838-9/Seri. 92-33-2 dated the 9th April 1934 sanctioning the Deputation of Mr. H. S. Govinda Rao to Bombay, Calcutta and Madras for study of the market for our Silk products and for expediting the sale of our products, and your D. O. letter No. D. 5181/Seri. 95-33-3 of the 1st May 1934, I send enclosed for the kind consideration of Government the report of Mr. Govinda Rao on his deputation together with its enclosure being a detailed note on the work done by him in each place visited and the reports of the Bombay and Calcutta Agents given to him when he was there.

The report clearly shows that there has been a set-back in the demand for our products both because of the very heavy dumping of foreign silk piecegoods in anticipation of the levy of protective duties and owing to the competition of the two mills in Bombay. The import of silk piecegoods into India rose from 26.8 million yards in 1932-33 to 34.3 million yards in 1933-34. In March 1934 alone, the imports were 3.7 million yards against 2.4 Million yards in March 33 and 1.5 Million yards in March 1932. One of the Bombay mills, The Indianese Mills - is apparently passing off foreign stuff as Indian and is therefore cutting its price very low. The other mill - The Bombay Silk Mills - which has not stooped to these tactics has been as severely hit as ourselves owing to foreign competition. As pointed out by Mr. Govinda Rao and as pointed out to him by the Bombay Silk Mills it could not be possible for the Indianese mills to produce 3,500 yds

GOVERNMENT OF INDIA.

[illegible] 8th May 1934.

With reference to D. O. No. D. 4838-S\Part. 93-33-S dated the 8th April 1934 sanctioning the Deputation of Lr. H. S. Govinda Rao to Bombay, Calcutta and Ladras for study of the market for our silk products and for expediting the sale of our products, and your D. O. Letter No. D. 5181\Seri. 93-33-3 of the 1st May 1934, I send enclosed for the kind consideration of Government the report of Lr. Govinda Rao on his deputation together with its enclosure being a detailed note on the work done by him in each place visited and the reports of the Bombay and Calcutta Agents given to him when he was there.

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of Georgette every month with 10 looms nor to sell it as low as Rs 2/8 and 2/4 a yard if it is really using Kashmir Silk and manufacturing products locally.

Irrespective of the tactics of this competing Mill the fact remains that our price had to be reduced in order to secure orders. A reduction within a safe margin so as to avoid a loss has been made by Mr. Govinda Rao as authorised by me and this has been confirmed on his return to Mysore.

But as the result of a careful study of the situation and of further discussion with Mr. Govinda Rao, I am of opinion that it will be necessary to reduce our price for Georgette from Rs 3/8 to even Rs 3/- a yard in order to push our products in the market and establish ourselves firmly in the Northern Indian markets. Even though this price may result in some loss immediately, we are sure to be able to make good this loss when the present huge accumulated foreign stocks are cleared from the bazaars and we increase production to our maximum of 4,000 yds after installation of the doubling and twisting machinery. Our present cost of price including interest, depreciation & 12½% as sales expenses stand at Rs 3-1-0 a yard for Georgette. While the reductions in price will every time be made on the advice of our Agents it will be difficult to have to go to Government on each occasion I request that permission may kindly be given to me to go down to Rs 3/- per yd for standard georgette and Rs 3/4 for crepe-de-chine and proportionately for other fabrics.

I request also that sanction of Government may kindly be accorded for an advertisement grant of Rs 9,000/- for the year 1934-35. It will not be required as a recurring item every year. But an intensive campaign through our Agents and also direct is urgently called for now in order to keep our product before the consuming public in Northern India for a whole year and establish a wider market than

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than we had till now.

I shall submit proposals separately in time for the deputation of another officer of the Mills to the principal markets just before Dasara time so that he may support the Agents' activities in Bengal before the Pooja Holidays and subsequently visit the other - areas before the Deepavali.

The report makes it fully clear that Mr. Govinda Rao's deputation was not a day too soon and the substan -tial orders that he has secured show that his deputation has been fully justified.

Yours sincerely,

M. Venkatanaranappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

AVR/USC)

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M. Venkatanarayanappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

AVR/USC)

GOVERNMENT OF MYSORE.

Tele: Address "Seri"
In all your communications
please quote

Gl. No. 3205
File No.

Encl.....

SILK WEAVING FACTORY,
Mananthody Road,
MYSORE,
Dated, May 7, 1934.

To

The Director of Industries
and Commerce, in Mysore,
BANGALORE.

SIR,

I have the honour to state that in connection with the disposal of the fabrics of the Government Silk Weaving Factory, I left Bangalore on the 1st April '34 and after visiting Bombay, Nagpur, Calcutta and Madras returned to Banglore on the evening of the 16th April '34. During the course of my tour, I spent four days in Bombay, one day in Nagpur, 4 days in Calcutta and 2½ days in Madras. I studied the market conditions in each place, came in touch with the old clients of the Factory. I studied the work of the agents and secured new clients. The fabrics of the Factory which I had taken with me were shown to all the people with whom I came in contact.

I reached Bombay on the morning of the 3rd April and left it on the evening of the 6th. During my stay in Bombay, I paid visits to the following merchants and concerns:

1. Messrs. Stronach & Co., regarding preparation of sketches and advertising the goods of the factory.
2. Messrs. N.F.Chunai & Co., Madvi, the biggest raw silk Importers.
3. Vithaldas Chunilal Jariwalla, Bhuleswar, Silk merchants.
4. Mr. Jamnadas Bhangi, Kalbadevi Road, Silk Merchants and sole agents for the fabrics produced by Indianese Mills, Bombay.

5. Madhavadas Raghunathdas & Co., Hornby Road, Silk Merchants.
6. Swadeshi Market, Kalabdevi Road.
7. Bharat Kala Sangha, Napean Sea Road.
8. Swadeshi, Yusuff Building, Church Gate Street.
9. Sir Ratan Tata Industrial Institute.
10. Laffans, Hornby Road.
11. Pranjuvandas Vallabharam Dalal & Co., Caval Street.
12. P.Kashinath & Co., Dubosh Market.
13. Shalebhoy Tyebjee And Sons., Fort.
14. Pranjuvandas Vithaldas, Corner Pranjrapore.
15. Hansraj & Sons., Bombay silk Mills, Colaba.
16. P.R.Patel & Sons., Fort.
17. Poohomal Bros. and Army and Navy Stores.
18.
19. The Bombay Swaseshi Co-operative stores Ltd., Fort.

The fabrics produeed in the Silk Weaving Factory were shown to all the merchants. Every merchant including the dealers in imported fabrics, ~~only~~ appreciated the quality of our fabrics which was considered to be very high. Most of the imported fabrics and the Georgette and Crepe produced in the Bombay silk mills and the Indianese Silk Mills, Bomb-bay do not come upto the standard of the Mysore Fabrics. The quality of the Mysore fabrics comes to the standard of the French fabrics which were being imported largely a few years back and are not coming into India now in appreciable quantities.

On a close study of the market and on discussions with silk merchants and clients, I ascertained that the Mysore fabrics were very much in demand last year in spite of the high prices, because of the keen demand for swadeshi fabrics, the absence of competition from similar fabrics made in India, the fairly high prices of imported

(cont)

imported fabrics and the superior quality of our fabrics. The superior quality of our fabrics is admitted even now; but due to the business depression the people are not in a position to buy costly fabrics. The swadeshi spirit also is not very prominent now and people who still wish to buy swadeshi articles are going in for the inferior fabrics produced in the Bombay silk Mills and the Indianese Mills in Bombay as these fabrics are cheaper than Mysore Factory fabrics. The competition of the fabrics of these Mills as well as from the imported fabrics is very keen.

After studying the local conditions, after discussing with the silk merchants and the sikk Factory agents in Bombay, Messrs. Ramjahally Ebrahim & Co., I decided to reduce the prices of our fabrics and to arrange to deliver the fabrics F.O.R. Bombay. As a result of this, I was able to secure order for about 1250 yards of our fabrics from Bombay city. The agents have also hopes that as a result of the above facilities, there would be more demand for our fabrics as soon as the Moharram period and Adhikmas are over.

I reached Nagpur on the morning of the 7th April and spent the whole of that day in ~~ground~~ going round the city and in visiting the silk merchants. I paid visits to the followng silk shops:

Messrs. Tamhankar Bros., Cloth Merchants, Mahal.

" Damodar Jagobaji Kalor Tidke, Silk Merchant, Budhwari.

" Chanchabhan Thakurdas, Itwari.

" Vallibhai Sulemanji, " .

" Hissasavo Chunisao, " .

" Ganoba Maharaj, " .

" Atre Bros, Mahal

" Vasudeva Manjeswar Padhe, Mahal.

Our fabrics had not been seen by any of the people in Nagpur city. The superior quality of our fabrics was very much appreciated; but all the silk merchants were of the opinion that due to business depression there would be very little demand for the highly priced superior fabrics as most of the people go in for cheap fabrics. Messrs. Tamkankar Bros. who used to deal mostly in Swadeshi articles have promised to study the possibility of finding a sale for our fabrics on consignment if prices are reduced and would arrange to obtain our fabrics on consignment account after furnsihing adequate security. I have furnished this firm with all the information required by them and samples also. Mr. Damodar Daghobha has promised to remind the other silk merchants in Nagpur and induce them to go in for our fabrics.

Incidentally I learnt that there are a large number of hand looms in Nagpur which use silk for borders of sarees and dhoties, that about 200 maunds of raw silk is consumed every month in Nagpur and that Chinese and Japanese raw silks are being mostly used now in preference to Indian raw silk due to cheap rates. There is scope for popularising re-reeled Charka Mysore silk in this area.

I reached Calcutta on the morning of the 9th April and stayed there on 9th, 10th, 11th and 12th. During this period, I paid visits to the following merchants and concerns:

Messrs.

1. The Bengal Stores, Choringhee Place.
2. K. Ramchand & Co., Lindsay street.
3. Jethmall Whalamall, Lindsay Street.
4. Badrinarayan Das, College Street.
5. The Indianese Silk House, Cornwalis street.
6. Amritlal Ojha & Co., Clive street.
7. Motilal Ramji Das, Harrison Road.
8. Chotrimall & Co., Hogg Market.
9. Mulchand & Co., Hogg Market.
10. Dewan Joshi & Co., Armenian Street.
11. Dandravan Bhagwanji, Armenian Street.
12. Morwari Stores, Harrison Road.
13. The Indian Silk Store, Bow Bazaar Street.

14. Gurumukhroy Ghanshandas, Seetapathi Cross Street,&

15. Mr. A.M.Sen, Inspector of Technical School, Bengal and

16. The Mysore Association, Lake Road.

The fabrics of the Silk factory including Georgette, Crepe and Taffetta sarees were shown to all the people. The quality of our fabrics has been very much appreciated but due to the depressed trade conditions, lack of swadeshi spirit and the competition from cheap imported fabrics and cheap fabrics produced by the Indianese Mills, Bombay, the demand for our fabrics has gone down considerably.

After studying the market conditions and discussiing with our agents, Messrs. Malliks, I effected reduction in the sale prices of our fabrics as in Bombay i.e. Rs 3-8-0 per yard of georgette and Rs 3-12-0 per yard of Crepe de chine and Rs 4/- a yard of Satin Luminuex. As a result of this, I was able to secure order for 1000 yards of our fabrics. I was able to sell about 350 yards of cut pieces of Georgette in stock in the factory at Rs 1-12-0 a yard though there was no demand for the same in Bombay and to sell about 60 yards of Crepe satin produced out of Mysore silk in Switzerland at Rs 2-14-0 a yard. The agents are very hopeful of increasing the sales steadily so that by Puja Season , the sales may increase considerably. I have been able to secure the co-operation of Mr. Amritlal ojha of Amritlal Ojha & Co. as he wields a lot of influence in Kathiawar states and in Calcutta. Messrs. Amritlal Ojha & Co., have agreed to take the agency for our fabrics in Burma. The Bengal agents Messrs. Malliks wish to open asale room in Chowringhee Road to increase the sale of our fabrics.

Leaving Calcutta on the 12th evening, I reached Madras on the 14th morning and stayed there on the 14th and 15th and left for Bangalore on the 16th afternoon. During my stay in Madras, I paid visits to the following merchants and

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Mr. Dan Price of the Salt Lake Tribune,

Dear Mr. Price:

Thank you for your letter of January 16th and the clippings which you enclosed. I am sorry that I was not in Salt Lake City when you were there, but I was in Washington on business.

I have read with interest the article which you wrote about the Utah Manufacturers Association. I am sure that it will be helpful to the Association in its campaign to get the people of Utah to buy Utah products. I hope that the campaign will be successful.

Thank you for your letter of January 16th and the clippings which you enclosed. I am sorry that I was not in Salt Lake City when you were there, but I was in Washington on business.

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and showed all our fabrics:

Messrs:

1. Best & Co.
2. The Madras Swadeshi Emporium Ltd.
3. Ahmed Khaleeli.
4. Kishen Chand Chellaram, Rattan Bazaar.
5. N.C.Patwa & Co., Armenian Street.
6. Dewan Joshi & Co., Armenain street.
7. Indian Industrials Ltd.
8. General Swadeshi Ltd.
9. Kishanchand Chellaram, Mount Road.

The Madras Swadeshi Emporium Ltd ., has already placed orders for Georgette and Crepe de chine sarees and has agreed to increase the sale of our fabrics since I consented to reduce the prices and to supply the fabrics F.O.R.Madras.

Messrs. Best & Co., have arranged to send round our samples to their brokers and agents in the moffussil to study the market and to take up the agency for our fabrics in the Madras Presidency if their efforts to sell our fabrics prove successful. N.C.Patwa & Co. have also agreed to study the market in Madras Presidency with the idea of obtaining our fabrics on consignment account and have promised to create interest in our fabrics in Ahmedabad. Kishna Chand Chellaram & Co.,Rattan Bazaar have already placed order for our fabrics and are arranging to place orders for Georgette sarees on my agreeing to reduce the rates.

On the whole, the demand for our fabrics in Madras in limited. If our fabrics can be taken to the houses of rich and well-to-do families, there is bound to be some ready response.

Bombay used to be the stronghold for our Georgette and Crepe De chine and Satin. The orders which merchants from Bombay had placed with the Factory were met after some months as the production in the Factory was insufficient, to meet the demand in spite of working the

working the Georgette looms double shift. If the additional ten looms ordered for had been received and worked before end of March '33 as had originally been arranged, the production of Georgette could have been increased and the merchants would have been supplied with the fabrics in time. The looms began to work in October '33 only. Visram Bros. in Bombay and the Hansraj of Bombay who were hesitating to start weaving factories for producing the Georgette and Crepe de chine expedited the starting of their factories seeing the demand created for Indian Georgette by the fabrics of the Government Silk Weaving Factory. These Bombay factories which are supposed to use Kashmir raw silk were in a position to put their fabrics on the market at cheaper rates than the Mysore Factory which has to pay very heavy rates for Mysore raw silk and which has to use high grade Mysore silk only. The quality of the fabrics produced in the Bombay silk mill is decidedly inferior while the quality of the fabrics produced by the Indianese Silk Mills is tolerable but inferior to that of Mysore Factory fabrics but due to the cheapness, the buying public are going in for the fabrics of the Indianese Silk Mill. The Indianese Silk Mill was selling its Georgette and Crepe to its sole distributing agent at Rs 3-8-0 a yard reduced the price to Rs 3/- a yard and is now offering at Rs 2/8 a yard. The agent has been offering these fabrics to the dealers now at Rs 2-12-0 and Rs 3/- a yd. Mysore Georgette and Mysore Crepe which were being sold at Rs 4-4-0 a yard were sold to our agents at Rs 4/- for a yard some time and are being sold now at Rs 3-8-0 and Rs 3-12-0 a yard. In view of the reductions effected by the

by the Mysore Factory some demand has been created for our fabrics but it is absolutely necessary to reduce the prices still further to secure the market so that the sales are built up by the time of Diwali when there would be much demand for our fabrics in Bombay area and by the time of Puja holidays in Bengal area. If we can offer our Georgette at Rs 3/- a yard Crepe de chine at Rs 3-4-0 a yard and Satin at about Rs 3-8-0 a yard to our agents immediately it would facilitate building up the market. We must arrange to supply our fabrics at these rates from now even if it means a loss of one or two annas a yard as it is necessary to secure market. At present, if our fabrics are sold at the above rates, we can just cover up our expenses in the Weaving section after supply of our fabrics F.O.R.Bombay. If the price of Filature silk can be reduced to about Rs 6/- per lb. (Kashmir silk can be had at Rs 5/- per lb and Chinese silk at Rs 3-12-0 a lb) there would not be any loss in the Weaving section even if we sell at the reduced rates of Rs 3/- for Georgette and Rs 3-4-0 for Crepe de chine. Mysore Silk Factory fabrics have made a name for quality. The tendency in America and in European countries is now to pay more attention to quality rather than to quantity so far as silk fabrics are concerned and intensive campaign has been undertaken by the silk mills and the associations to concentrate on the production of high quality fabrics. The effect of the recent increase in the duty of imported silk fabrics would be to increase the wholesale rates of imported fabrics by about four annas a yard but the effect will not be felt for some months more as the merchants have laid by sufficient stocks. Besides, there is very possibility of Japanese fabrics being made available at cheaper rates as the stock of old Japanese silk amounting

amounting to about 90,000 bales has to be cleared by weaving into fabrics.

As the Government Silk Weaving Factory has been started with the object of finding wider uses for the Mysore silk and thus help the silk industry in the State and as the popularisation of the fabrics of the factory all over India will induce private weaving factories being started for using Mysore silk, it is desirable that the fabrics of the Silk Weaving factory are put on the market at competitive rates even though there may be some loss.

After my return to Bangalore and after obtaining the instructions of the First Member of Council and the Director, I telegraphed to all our agents offering the reduction in the price of Georgette to Rs 3-8-0 a yard and of Crepe to Rs 3-12-0 a yard. The sale prices of all our fabrics in the factory have also been reduced. As a result of the reduction orders are coming in in small quantities. So far about 1500 yards of our fabrics have been supplied since the 20th April '34 and about 700 yards will be supplied this week. I am expecting shade samples for about 1200 yards of our fabrics from our agents in Bengal, Bombay and Lahore. If we can still further reduce the prices to Rs 3/- and Rs 3-4-0 for Georgette and Crepe, it would be possible to recapture the market all over India.

ADVERTISEMENT:

In Bombay the fabrics of the Silk Weaving Factory are displayed in the show cases at Church Gate Railway station and in Victoria Terminus. Our fabrics were displayed in the H.E.H. fete which was held recently in Bombay. The Bombay agents have not done much to advertise the silk factory fabrics. Recently a sum of Rs 80/- per month has been sanctioned to the Bombay agents to advertise our fabrics in

fabrics in the leading Gujerati magazines and in the show windows of Bombay agents to advertise our Swadeshi. Steps have also been taken to advertise our fabrics in the "Swadeshi" weekly paper and in some of the leading English dailies. Messrs. Stronach & Co., Bombay have been requested to prepare some sketches to advertise the fabrics of the Government Silk Weaving Factory. The Bombay agents have been sending their own men with our fabrics to dealers in Bombay and Whenever their salesmen go out to moffussil staions to canvas orders for soaps, our samples are alsosent round for securing orders for our fabrics.

In Calcutta, Messrs. Malliks, have been advertising our fabrics in Bengali bulletins, Cinema programmes, theatre programmes and on drop scenes in Bengali theatres. They have been sending their salesman to the houses of rich and influential people. The proprietor of the firm himself tours round in parts of Bengal and Bihar and Orissa to secure orders. He has got envelops printed with the advertisment of our fabrics for use in his office. Our fabrics were displayed in the Exhibition recently held in Calcutta. Recently steps have been taken to have advertisments inserted in the leading English dailies. The agents are arranging to have a sale room of their own for silk fabrics in Chowringhee Road. It is necessary to give an allowance of Rs 100/- per month to the Bengal agents also so that they may effectively advertise our fabrics.

The Silk Weaving Factory fabrics are being advertised in the news papers in the Punjab also by our agents. Our fabrics were displayed in the Exhibitions held in Lahore, Delhi, Ajmir, and Allahabad , Madras, Trichur, Rangoon and Madura. The agents of our Factory in Lahore and Delhi and United provinces have been arranging to advertise our

our fabrics in the vernacular papers. Arrangements have been made to advertise our fabrics in Roy's weekly. Our fabrics have been displayed in the show cases in the Railway Stations in Mysore and Bangalore.

It is necessary to spend more money in advertising the fabrics of the Silk Weaving Factory, Mysore. The agents in each area will have to he given increased grants upto Rs 100/- a month for advertisement in vernacular papers and magazines of each area. We have to set apart at least Rs 5,000/- during the next year for these advertisments.

The Silk Weaving Factory will directly arrange to advertise in influential English dailies in Northern India and Bombay. A sum of at least Rs 1,500/- has to be sept apart for this purpose during next year. In addtion to this, a sum of at least Rs 1,000/- should be set apart for display of our fabrics in show cases in important Railway stations. It is also worth while to set apart Rs 1,000/- to present ~~calendars~~ souvenirs of the factory to the clients and to supply free pieces of our fabrics to leading ladies' clubs all over India to be presented as prizes to winners in club competitions.

Thus altogether it would be worth while spending about Rs 8,500/- or Rs 9,000/- on advertisments of the products of the factory.

It is also necessary that a representative of the Factory should visit the important silk consuming centres at least twice a year so that he may come in contact with the clients and the agents and obtain first hand knowledge regarding the demands and the markets etc. A visit to Bombay, Ahmedabad, Surat, Kathiwar states, Lahore, Delhi, Jubbalpore, Nagpur, Patna and Calcutta just before the Diwali and Puja Holidays would help the business -

help the business considerably.

I submit herewith a detailed note on the work done by me in each place visited.

I have the honour to be,
S ir,
Your most obedient servant,

Superintendent of Sericulture,
MYSORE.

HSG-SRS-4)

In connection with the disposal of the fabrics produced in the Government Silk Weaving Factory, Mysore, I was asked to visit Bombay, Calcutta and Madras so that I may study the market conditions, come in touch with the clients, judge the work of the agents and generally ascertain as to why the demand for our fabrics which was brisk upto November 1933 has been slack.

I left Mysore on the afternoon of the 31st March 1934. I met the Director of Industries and Commerce, in Mysore, Bangalore on the 1st April 1934 and discussed with him several points connected with the silk Weaving Factory and the Sericulture Department and obtained his instructions on the following points:

1. Cancelling the contract with the present agents in case I find their work slack and if there is any other suitable person who would take up the agency.

2. Increased advertisement in all the areas.

3. Demand for printed fabrics.

4. Reduction in the sale price of our Fabrics if absolutely necessary.

5. Free delivery of our fabrics in areas where such facilities are given to dealers by other silk Weaving Factories.

6. Sale of cut pieces of Gerogette.

7. Purchase of spun silk for preparing coating, if rates are favourable.

8. Sale of Satin which had been woven out of Mysore Silk in Switzerland.

9. Sale of Taffetta Ponge and Spun Silk shirting in stock.

I took with me from the Silk Weaving Factory a large number of samples books of all our fabrics and specially of Taffetta Ponge and Shirting. I also took with me 63

63 pieces of our fabrics (about 90 yds.) in all shades along with our Georgette, Crepe de Chine and Taffetta sarees to be shown to the merchants and the clients in all the places to be visited by me.

I left Bangalore on the night of the 1st April and returned to Bangalore on the evening of the 16th April after visiting Bombay, Nagpur, Calcutta, and Madras. I reached Mysore on the 18th Evening after paying my respects to the First Member of Council and the Director of Industries and Commerce, in Mysore, Bangalore.

I note below the work done by me in the several places visited by me:

BOMBAY.

I reach Bombay on the morning of the 3rd April '34. Mr. S.G.Sastri, Industrial Chemist, Government Soap Factory, Bangalore very kindly met me at the Railway Station. At his suggestion, I immediately went with him to the Church Gate Railway Station to see how best we can display the products of the Government Silk Weaving Factory and of the Government Soap Factory in the big Show Case which has been rented for the purpose. The Silk Fabrics had been put in the background and were not very prominent. A professional gentleman whom Mr. Sastri consulted indicated that cut pieces of our fabrics cannot be displayed properly and as such full length pieces of 25 yds. each in at least four shades would be necessary to display our fabrics prominently. As this was found desirable, the Bombay Agents, Messrs. Ramjanally Ebrahim & Co., were requested to supply four pieces of 25 yds. each for display in the show case. The Agents undertook to utilise the cut pieces for display in the small show case in Victoria Terminus.

Next we went to Messrs. Stronach & Co., Ballard Estate

Estate. These people prepare drawing and sketches for advertising pruposes in the magazines and Newspapers. They were requested to prepare some sketches for use in advertising the fabrics of the Government Silk Weaving Factory.

In the afternoon of the 3rd April, I called on the Bombay Agent Messrs. Ramjanally Ebrahim & Co., 81 Princess Street and had a long talk with them regarding the steps they had taken so far to popularise our fabrics and to secure order for our fabrics. Along with the soap advertisements, the are advertising the silk fabrics outside their office and in the Newspapers. They have a man who has had considerable experience in piece goods line to canvas for orders from the Silk merchants in Bombay . Whenever they send him out any of their men to Moffussil places to canvas orders for soap etc. they instruct him to interview silk merchants also so as to secure orders. From the discussion I had with the agents, I understood that they have not been able to secure order for our fabrics on account of trade depression and high price of our fabrics and the competition of the fabrics such as Georgette, Crepe etc. which are being produced and put on the market at cheap rates by two silk mills in Bombay. The fabrics of our factory which had been sent to our Agents for display and sale during the H.O.H.fete in Bombay still remained unsold with the Agents.

To ascertain for myself the condition of silk Market and to personally renew the acquaintance of some of the silk dealers in Bombay who had been our clients, I called on the followng people during my stay in Bombay.

N.F.Chunai & Co., 79 Musgid Bunder Road, Mandvi. (3rd, 4th, 5th and 6th.)

This firm is one of the largest importers of foreign Raw silk mostly from China and Japan. They do not deal

in

in silk goods but have a lot of influence with the silk merchants in Bombay, Surat, Ahmedabad, Calcutta, Nagpur and other places.

I showed to Mr. Jeevanlal Chunai, the Head of the firm all the samples which I had taken with me including the sarees with woven borders. He and also the other members of the firm appreciated the quality but when I mentioned the price as per our price list, they felt that though the quality was very good, it would be difficult to sell at the prices listed, as foreign silks are being sold cheaper and that Georgette and Crepe produced in Bombay were being sold cheaper than our fabrics. The quality of Bombay fabrics is inferior to that of Mysore Factory fabrics but due to the business depression, the people have been going in for cheaper fabrics. The spirit of Swadeshi which was very strong last year has gone down considerably and people who still wish to go in for Swadeshi articles prefer to buy the Bombay fabrics as they are swadeshi and are cheaper though inferior in quality. I learnt that Satin is being manufactured in Surat by Messrs. Prabhudas Gangadhas out of imported yarn in Hand Looms but that the quality did not in any way approach the qualtiy of our satin. I also learnt and saw samples of Georgette produced in hand looms in Benares out of twisted silk imported from Japan. Of course the quality was not good.

Mr. Jeevanlal promised to put me in touch with some of the silk merchants in Bombay with whom he has influence so that I may show them the samples and secure orders.

I saw in the godown of N.F.Chunai & Co., a very large quantity of imported raw silk. Many silk merchants in Bangalore and Conjeevaram have bought raw silk and have stocked the same in Bombay in anticipation of the levy of increased import duty on raw silk. The stocks of imported raw silk may last for another six months.

With the help of N.F.Chunai and Co., I arranged to buy about 400 lbs. of spun silk suitable fo coating at rates cheaper than those paid a couple of months ago when spun silk was bought for the factory. This firm is interested in starting a Filature in Mysore and is willing to co-operate with us in establishing a silk-waste spinning factory.

MESSRS. VITHALDAS CHOONILAL JARIWALA,BHULESWAR.3rd,4th & 5th.

This firm had been obtaining our Georgette, Crepe and Satin from the very beginning. They had bought about Rs 6,000/- worth of our fabrics but have not been buying for the last three months. On the 3rd, I showed them all our smaples sarees etc., had a long talk with them to induce them to renew their ordrs for our fabrics. These people deal mostly in Swadeshi silk fabrics and borders. They have been buying Georgette and Crepe de chine from the Indianese Mill, Bombay. They buy at about Rs 3/4 a yard from Indianese Mill and sell at about Rs 3-12-0 x x to Rs 4/- a yd. They had a large stock of Bombay Georgette and a fair quantity of our fabrics. The Bombay Georgette is sold quicker than our Georgette because it is cheap. They had bought our Georgette at Rs 4-4-0 a yard. In addition to the cost, they have to pay Railway freight, packing charges etc. from Mysore to Bombay. They have to add this to the sale price of our Georgette. Besides as there would be shorage in retail sales, they have to make allowance for this in fixing retail ~~xxxxxxxxx~~ prices. Since our fabrics are costly, there would be delay in sales. To make up for all this, they have to sell at prices varying from Rs 4-12-0 to Rs 5/- a yard. Though the quality of our fabrics is very high, they have not been able to sell large quantities of our fabrics due to the high rates at which they are compelled to sell. Besides, the demand for Swadeshi fabrics has not been as keen as it was some time ago. It would be

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be impossible for them to push on the sale of our fabrics unless some facilities are given in the way of reduction of prices, free delivery etc. On my assurance that I would consider the points raised by them they said they would consider the matter further and try to place some order for our fabrics if I met them again during my stay in Bombay. They expect to sell a lot if we supply at about Rs 3/- a yard.

I called on these people again on the 4th and 5th and secured some orders for our fabrics on the 5th with the promise that the rates would be reduced and that the fabrics would be delivered free in Bombay through our Agents.

MR. KANADAS BHANGI, PROPRIETOR, INDIAN (KHADI) DEPOT, KRISHNAGALLI, KALLABDEVI ROAD.

This gentleman has built up a reputation for dealing in purely swadeshi silk goods. He was one of our biggest customers in Bombay and had bought about Rs 20,000/- worth of our fabrics. He had visited our factory in April '32 and in March '33. He was anxious to secure the agency for our fabrics in Bombay Presidency but his terms were not favourable for the factory. Subsequently, he contracted to purchase all the output of the Indianese silk mill in Bombay. When I visited his shop on the 3rd and 4th, I saw a very large quantity of stock of Bombay Georgette as also unsold stock of our fabrics which had been bought in August 1933. The contract he had entered into with the Indianese Mill was over by the end of March '34. In a confidential talk I had with him on the 5th, I learnt that he contracted to buy Indianese mill Georgette at Rs 3/8/0 a yd. and the rate was subsequently reduced to Rs 3 /- a yd. I saw the invoices of the mill also. He gets a large quantity of silk cloth woven in the ~~green~~ gum in Hand looms from

Murshidabad(Bengal), gets them printed in Bombay and sells largely. He used to sell Indianese Georgette at Rs 4/- a yard but he finds that he cannot expect large sales. He has a stock of 10,000 yards of Indianese mill fabrics alone. He opined that he was able to sell a lot in Bombay a few months ago as the Swadeshi spirit was very keen. In spite of the heavy price for our fabrics, he could sell our fabrics also largely a few months ago because our fabrics have made a name for quality but now due to business depression and lack of swadeshi spirit and the compeition for of imported fabrics, the business has been very dull. He has sent his partner to Delhi to display the Indianese fabrics in the Exhibition and to canvass for orders for his fabrics. Since the termination of his contract with the Indianese Mill, the Georgette manufactured by this mill is being offered at the following rates for future contracts:

24 yards ~~fine~~ piece (3 lbs.wt.) at Rs 2-8-0 a yard.
24 yards ~~fine~~ piece (2 lbs. wt.) at 2-0-0 "

The Indianese Mill which has ten looms was supplying about 2500 yards of Georgette per month, increased to 3000 yards per month and is offering supply now 3500 yards per month at the above rates. Mr. Bhangi has offered to take up the contract at Rs 2/4/0 per yeard; but the Mill has been in touch with other people regarding the contract. Mr. Bhangi expressed some doubt regarding the genuineness of the raw silk used and even of the fabric manufactured in Indianese Mills and in fact I gathered from other sources that foreign raw silk is being used and even foreign Georgette is being passed off as genuine Indian product. The reputation which Mr. Bhangi had built up as a dealer in genuine Swadeshi fabrics is said to have been slightly shaken ever since he has been dealing with the fabrics of the Indianese Mill.

Mr. Bhangi expressed willingness to take a large stock

stock of our Georgette provided we offered him the same at about Rs 2-8-0 a yard i.e four annas per yard more than what he has offered to the Indianese Mill for the future contract.

At present since he has a large stock on hand and since the Indianese Mill has been offering at rates lower than the previous contract rates, Mr. Bhangi was unwilling to place orders for our fabrics even if we reduced the rates to some extent but he promised to have business dealings with us as soon as he cleared some of his present stock. He and his clients are convinced that our fabrics are made out of genuine Indian Silk and that their quality is very high.

MESSRS. MADHAVADHAS RAGUNATHDAS & CO., HORNBY ROAD. (4-4-34).

This ~~ax~~ is an important retail house in Hornby Road. This firm deals entirely in imported fabrics. Mr. Bhagwan-das who had visited our Factory in July 1932 is no more. The present proprietors saw all our samples. They appreciated the quality but expressed inability to have any dealings with us in view of the high prices and the very narrow margin of profit. Japanese Georgette of almost the same weight as Mysore Georgette can be had at Rs 1-12-0 to Rs 2/- a yard after paying the duty. A saree lenth of 6 yards is sold by these people at rates varying from Rs 18/- to Rs 20/-. If ~~more~~ our georgette can be supplied to them at the same rates as the imported Georgette, they would have no objection to sell our fabrics. This firm had signed the Swadeshi pledge when Swadeshi spirit was very keen. Now they are dealing entirely in imported silk fabrics and are having good sales.

JAL S. RUTNAGUR, Esq., EIDTOR, THE INDIAN TEXTILE JOURNAL. 4-4-34.

This gentleman had visited our factory in 1932. He is very much interested in pushing on the sale of our fabrics and is

and is giving wide publicity to our Factory. At his instance, our Fabrics are being bought by Sir Ratan Tata Industrial Institute, Bombay. This organisation is meant to train parsee widows in several handicrafts and is managed by ladies of high class families who are honourary workers. I got an introduction from this gentleman to visit the Institution and to show all the samples.

SWADESHI MARKET, BABU GANU ROAD, KALBADEVI ROAD.

There are a number of shops in this market which are supposed to deal mostly in Swadeshi articles. I went round the several shops dealing in silk piece goods. Mostly printed fabrics and Bombay Georgette are being sold here. The samples of our fabrics were very much appreciated but most people are unwilling to stock our fabrics on account of the high prices and the slackness in demand for swadeshi articles.

MESSRS. BHARAT KALA SANGRAHA, SHRINIVAS NAPEAN SEA ROAD, 4-4-34.

The proprietor of this firm, Mr. Northamdas Devidas has been dealing entirely in swadeshi articles. The shop and sale room is situated in a part of the beautiful building in a suburb. He has this business as a hobby and caters mostly to the ladies of high class families living in the neighbourhood. He is supported by his aunt, Lady Lakshmi Bai Jagmohandas. He has been buying our fabrics from the very beginning and has bought our fabrics to the extent of about Rs 5,000/-. He has been selling our fabrics with a nominal profit but all the same he finds that the sale is not brisk due to the comparatively high rates of our fabrics. He has been buying our fabrics from our Bombay Agent in small quantities but is hopeful of extending the business if our prices are competitive specially in view of the cheap rates at which

at which fabrics of the Indianese Mill are sold. The quality of our fabrics ~~ar~~ is very much appreciated by the high class ladies in the locality. On my assurance that some facilities would be given regarding prices etc. of our fabrics, he placed a small order for our fabrics and has promised to place bigger orders from May onwards, if the terms offered are attractive.

TATA OIL MILLS CO., BOMBAY HOUSE, FORT; 4th April '34.

With the help of Mr. N.N.Iyengar of Tata Hydro Electric Department, I got into touch with Mr. Narielwalla who has a good deal of influence with the Bombay "SWADESHI" as his cousin is one of the joint Secretaries. I had a talk with Mr. Narielwalla regarding the popularisation of our fabrics through Swadeshi. He saw all our samples and promised to do his best to push on the sales of our fabrics.

SWADESHI, YUSUFF BUILDING, CHURCHGATE STREET. 4th and 5th.

This organisation has been started and is being managed by ladies of high class families. The object of the organisation is to popularise the sale of genuine swadeshi articles. The sale rooms are situated in a central locality and visited by high class people. This organisation has been obtaining our fabrics on consignment account and has sold about 1560 yards upto end of March 1934. I learnt that the sale of our fabrics has not been brisk due to the fact that the prices are high, the stock kept is very limited and the charges on the Railway freight etc. incurred from Mysore to Bombay have to be added to the sale price. The Sawdeshi have been selling our fabircs at our listed rates adding a couple of annas a yard for the Railway freight etc. Even then the sales have not been brisk. The quality of our fabrics is considered very high as comapred

compared with the fabrics produced by the Bombay Mills but the prices of our fabrics are considered high in view of the business depression and competition of foreign and other indigenous fabrics. Miss. Talyar Khan and other workers are very hopeful of showing better turnover if the following facilities are afforded:

1. Substantial reduction in the price of our fabrics.
2. Free supply of our fabrics at Bombay.
3. Supply of fabrics on consignment account as usual and the payment of the usual commission on all sales effected.
4. Supply in small lengths instead of in 25 yds. pieces.
5. The maximum limit of the value of fabrics to be sent on consignment account should be raised from Rs 1,000/- to Rs 2,000/- to admit of a large stock being kept for the selection of the clients.
6. The fabrics of the Factory should be displayed in the Show Windows and the sale room at a cost of Rs 50/- per month. The display will be for one week in each month. This expenditure should be borne by the factory.
7. A thinner Georgette at a cheaper rate than the Standard Georgette should be prepared and supplied as this would find a ready sale as people cannot afford to spend much mostly due to business depression.

In my letter No. 3147 of 2-5-34, I have already submitted separate proposals regarding the requests of "Swadeshi". The "Swadeshi" would like to continue to obtain the supply direct from the factory instead of through our Bombay Agent. "Swadeshi" has already placed some orders for our fabrics since my return to Mysore.

SIR RATAN TATA INDUSTRIAL INSTITUTE: 5th April.

I visited this Institute with the introduction of Mr. Jal.S.Rutnagur. This Institute is meant to give training in handicrafts to Parsee widows. The Institute is managed by Honorary lady workers who belong to high class families. Miss. M.S.Captain, one of the Hon.

Secretaries

Secretaries had visited our factory to satisfy herself that the products are all genuine. This Institute has been obtaining its supply of Georgette etc. both from this factory as well as from our Agents in Bombay. The fabrics bought are sold after embroidering the same and fetch high prices as mostly rich people are the clients of this Institute. I was not able to meet the Hon. Secretary but I showed the samples of our sarees, crepe de chine, satin etc. to the lady in charge. Only superior quality fabrics are registered by this Institute. The quality of our fabrics suits this Institute. If our fabrics are made available at slightly lower rates, the Institue expects to popularise our fabrics. Our fabrics are obtained in Natural colour and got dyed locally paying high dyeing charges. There is also danger of the public suffering due to defective local dyeing methods. In fact this was pointed out to the lady when she complained that our Georgette was a bit thinner after getting the same dyed locally. I strongly advised that dyed fabrics may be obtained from the factory or from our Bombay Agent.

The Institute is hopeful of getting our fabrics on a large scale if our prices are a bit competitive.

MESSRS. LAFFARES, HORNBY ROAD. 5-4-34.

This a firm of high class outfitters. They have a branch in Secunderabad. As the manager of the Secunderbad Branch wanted to see all our samples of coatings and shirtings, I called on this firm. The Secunderabad Manager had returned to his place and the Local Mangger was not interested in our fabrics. Samples of coatings, shirtings etc. have been sent to Secunderabad.

MESSRS. PRANJIVANDAS WALLABHARAM DALAL & CO., CAVEL STREET. 5-4-34.

This is a firm dealing in swadeshi silk piece goods.

I visited this firm with one of the people deputed by N.F.Chunai & Co. All the samples were shown. The quality was appreciated but when it came to the question of price, the firm pleaded inability to find a sale for our fabrics at our rates. The firm expressed that when foreign raw silk can be had so cheap, there is no reason why the prices of our fabrics should be so heavy. I explained to them that we do not use foregin silk but only high grade silk, produced in our Filature . The samples of our raw silk were also shown. The firm also tested the Georgette and found it very strong. The Firm supplies fabrics to Ladies of high class families both in Bombay and in the Moffussil. The firm expressed willingness to obtain a trial consignment of our fabrics if rates are favourable and would popularise our fabrics. By effecting reduction in the sale price of our fabrics, I obtained an order for about 200 yards of our fabrics including Georgette sarees to be supplied through our Bombay Agents. This firm would be in a position to effect large sales.

MESSRS. P. KASHINATH & CO.,DUBOSH MARKET.5-4-34.

This firm deals mostly in sarees with woven borders produced in Swastik Silk Weaving Mills, Bombay. A large quantity of sarees woven by the Shree Rama Silk Throwing Factory, Bangalore find a sale through this firm. The firm is not very much interested in the high grade fabrics of our factory but promised to write to their agents in Nagpur to see what can be done for popularsing our fabrics in Central Provinces, and Nagpur. I got a letter of introduction to the Nagpur Agents.

THE BOMBAY SWADESHI CO-OPERATIVE STORES LTD.? FORT. 5-4-34.

This stores used to sell a lot of swadeshi articles but the sale is reported to have gone down considerably. The swadeshi articles are obtained and sold mostly on consignment account. The Georgette and Crepe produced in the Bombay silk Mill are sold here on consignment account. The samples of our fabrics which were shown to the people in the stores elicited admiration. The opinion was expressed that in case we can place our fabrics in the market at competitive rates, the stores would be in a position to obtain our fabrics on consignment account. The stores would obtain the supplies through our Bombay agent.

MESSRS. SHALEBHOY TYEBJEE & SONS. SHALE BUILDING, FORT. 5-4-34.

This firm wanted a supply of pupae from the Filature and the reference had been received through H.H.The Yuvaraja of Mysore, to ascertaintheir requirements in detail. I met Mr. Amiruddin Tyebjee of this firm. In addition to knowing the details regarding the pupae wanted, I showed the samples of our fabrics and put the firm in touch with our Bombay Agents.

MESSRS. PRANJIVANDAS VITHALDAS, KANDOVI CORNERPANJRAPORE. 6-4-34.

These people also deal in high class swaedeshi silk fabrics. At the instance of Messrs. N.F.Chunai & Co., I showed samples of all our fabrics to thee people. They were very much pleased with the quality of the fabrics and thought that they would be in a position to effect good sales if prices were competitive. They were under the impression that we send our silk to foreign countries, get the cloth woven in Europe and market the same in India. They were convinced that all our fabrics are manufactured in India alone out of genuine high grade Mysore silk when I showed them the samples of our Filature silk and explained to them the work done in Mysore for the silk Industry. On my agreeing to reduce the prices of our fabrics, they placed an order for about 265 yards of our fabrics, as a trial order to be supplied through our Bombay agents. These people have as their clients ladies of rich families.

MESSRS. HANSRAJ & SONS., THE BOMBAY SILK MILLS, COLABA. 6-4-34.
VISITED WITH MR. J.C.CHUNAI.

These people have 12 French Looms and have been manufacturing Georgette and Crepe de chine using Kashmir silk only. The quality of the fabrics is very inferior. The dyeing and twisting is done in the indigenous method. The maximum production is about 2500 yards per month. The proprietor expressed surprise as to how the Indianese Silk Mills who have only ten looms could put on the market

cont.

on the market 3000 to 3500 yards of fabrics per month and as to how the fabrics of the Indianese mills could be sold at Rs 2-8-0 a yard when the Bombay silk mills cannot afford to sell for less than Rs 3-8-0 a yard in spite of using Kashmir silk which is far cheaper than Mysore silk. The proprietor has travelled in France and Europe and is looking after all the work himself. The Indianese silk Mills have a swiss Expert and a hand worked Tentering machine. In the course of the conversation, I gathered that the Indianese silk Mills have been using imported raw silk and even get twisted foreign silk for preparing the fabrics. It was also hinted that foreign fabrics are bought locally at cheap rates and are sold as genuine swadeshi fabrics by the Indianese Mills after putting the seal of the Mills. In view of the above, the proprietor of the Bombay Silk Mills thought that there would be no possibility of coming to some understanding between the factories which have been producing Georgette and Crepe de - chine in Bombay and upon the maintenance of some standard prices for the fabrics.

The Bombay Silk Mills sell the fabrics after getting them printed locally. The proprietor is anxious to send his fabrics to our dyeing factory for deying and finishing if the work could be undertaken as he expects the finish of his fabrics which is not good now might improve if attended to in our Dyeing factory.

MESSRS. P.R. PATEL AND CO.,LTDD. PATEL HOUSE,FORT. 6-4-34.

This firm supplies Mill accessories. As some accessories were required urgently for the silk weaving section of our factory and as these accessories are being obtained from Europe, I paid a visit to this firm and showed them the samples of all the accessories required. The accessories

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accessories were not in stock. Mr. P.M.Patel, the proprietor of the firm was kept some samples with him and has promised to arrange for the supply of the required accessories early.

MESSRS. POCHOOMAL BROS.,ARMY AND NAVY STORES did not show much interest in our fabrics as they deal mostly in imported fabrics.

Reach Nagpur at 9 a.m. on the 7th and visited the following firms:

MESSRS. TAMKANKAR BROS., CLOTH MERCHANTS.,MAHAL, NAGPUR (with introduction from Messrs. P.Kesinath & Co., of Bombay).

This firm has been dealing in the sarees produced by Messrs. P.Kesinath & Co., of Bombay. Formerly the firm was dealing in Swadeshi goods only but has now taken to imported fabrics also. Our fabrics had not been seen by these people. The quality was very much appreciated but the proprietor felt that he would be unable to sell our fabrics as the demand for them in the locality was limited, as the prices were high and as the demand for swadeshi fabrics was slack. He expressed surprise that such high grade fabrics can be and are being produced in India, out of Indian silk. He studeied all the samples carefully and satisfied himself that the fabrics were genuinely Indian. As he had seen the fabrics for the first time and as he had to form some idea regarding the probabale market price at which they can be sold, he was unwilling to buy our fabrics outright. He said he would think over the matter and see if he can obtain our fabrics on consignment ~~as~~ account after furnsihing adequate security if the fabrics can be had at lower rates. ~~He said he would not try our raw silk.~~

Messrs.DAMODAR JAGOBAJ KALOR TIDKE,SILK MERCHANT, BUDHWAY,NAGPUR CITY.

M/s. N.F.Chunai & Co., Bombay had written to this firm

firm regarding my visit to Nagpur. These people are raw silk merchants and have some weavers also who produce sarees etc. required for local use, working for them. They were very much interested in the silk fabrics produced in our factory from our Mysore raw silk. They compared the quality of our raw silk with that of the imported raw silks and found our silk far superior. But they were unable to use our raw silk due to its high price.

I learnt that there are about 50,000 hand looms in Nagpur. Dhoties and Sarees are woven and silk is used for the borders only. About 200 maunds of raw silk are consumed in Nagpur per month. They were using Mysore, Kashmir and Bengal raw silk formerly; but during the last three years only Chinese silk is being used. The use of Chinese silk appears to have been affected since Feb.'34 from which date more and more white and Yellow Japanese silk is being consumed. White Japanese silk is finding favour because the loss in boiling off is less than in the case of Chinese silk. Chinese silk 28/30 denier is being bought in Bombay at Rs 3/8 a lb. and Japanese 20/22 silk at 4/4 a lb. There is scope for pushing on the sale of re-reeled Mysore Charka silk in this place if the silk can be sold at competitive rates as the weavers of this place are aware of the superiority of Mysore silk regarding lustre, durability etc.

With the help of Mr. Damodar Daghoba, the Head of the above firm, I visited the following shops and showed the samples of our fabrics:

1. Messrs. Chanchubhan Thakurdas, Cloth Merchant, Itwai.
2. Messrs. Vallebhai Sullemanji, Cloth Merchant, Itwari.
3. Messrs. Hissasai Chunnis, Itwari.
4. Messrs. Ganoba Maharal, Cloth Merchant, Itwari.
5. Sundesa Bhagwansa, Cloth Merchant "

6. Messrs. Atre Bros. Cloth Merchants, Mahal.

7. Vasudeva Manjswar Padhe, Cloth Merchant, Mahal.

Most of these people are dealing in cheap imported fabrics. A good deal of artificial silk fabrics are sold in these shops. Though I was unable to secure any orders for our fabrics from these people, an interest has been created and Mr. Damodar Daghoba has promised to remind these people again regarding the pruchase and sale of our fabrics.

I left Nagpur for Calcutta on the 8th at 9-20 A.M. and reached Calcutta on the morning of the 9th.

Messrs. Malliks are our agents for Bengal, Assam, Bihar and Orissa. I had a long discussion with the agents regarding the sale of our fabrics, market conditions etc. Malliks had sold a large quantity of our fabrics during the previous year but the sales have fallen off since January 1934. In addition to inserting advertisements in the Cinema leaflets, Theatre leaflets and in sports programmes and on envelops issued by the firm, the agents have been popularising our fabrics by going to the houses of individual clients. One of the partners of the firm toured in Bihar and Orissa also to secure business but without much avail. Dealers who were getting Mysore Factory fabrics before have been stocking Bombay factory fabrics on a large scale because they can be had at cheaper rates. But the sales of swadeshi fabrics have gone down due to the slackness of Swadeshi spirit, business depression and the competition of foreign fabrics.

To ascertain the prevailing market condition and to come in contact with the dealers, I paid visits to the following places in Calcutta.

MESSRS. C. MULCHAND & CO., A.18, HOGG MARKET.9-4-34.

This

This shop is one of the largest retail shops in Calcutta. Mostly imported fabrics are sold here. The samples of all our fabrics were shown to the proprietor. The quality was very much appreciated. They showed me all the fabrics such as Georgette, Crepe de chine, Taffetta which are being imported from Japan and sold in large quantities. Georgette and Crepe-de-chine are being sold at Rs 2-12-0 to 3-4-0 per yeard which leaves a fairly big margin of profit, to the dealer. I learnt that due to business depression, the people are going in mostly for cheap articles, without paying much attention to quality. "After paying a duty of 50 per cent, Japanese silks are sold wholesale at about Rs 1-12-0 per yard and as such there is no reason why Mysore fabrics should be so costly specially when duty is not paid. If Mysore factory fabrics can be had at about Rs 2/- a yard, it would be possible to sell in the Market." This was the opinion of these people. I explained to them that in Japan all the first class articles including raw silk are sent out to America, second grade articles are used for consumption at home and only inferior silk is used for weaving fabrics for sale in India and that as the cost of production etc.. is recovered by the sale of the first class articles, the inferior articles can be sold very cheap, while in Mysore we use first class silk to produce our fabrics and as such the cost is certainly high as our fabrics are very high grade. The superior quality of our fabrics was admitted but the firm would not place any orders for our fabrics unless the prices were very much reduced, to admit of being sold at the same rates as imported fabrics after providing a wide margin for profit to the dealer. I promised to request our agent to keep in touch with this firm. If this firm can be induced to sell our fabrics, there would be very good sales.

MESSRS. CHOTRIMALL & CO.,A.H.HOGG MARKET. 9th;

This firm deals in foreign as well as Indian fabrics. This was the only firm who said that the quality of our fabrics was the same as that of the imported fabrics. This opinion was expressed before the samples were seen. Subsequently the proprietor of the firm saw the samples and admitted that his opinion was wrong and that our fabrics are superior to imported ones. He had not much hope of selling our fabrics at the high rates mentioned but would consider the matter when reduced rates are offered. I promised to keep our ~~cleints~~ in ~~touch~~ touch with this firm.

A.M. SEN, Esq., Inspector of Technical Schools, Calcutta. 10th.

I met this gentleman and with his co-operation showed all our samples to a large number of Bengali Ladies of high class families through Mrs. Sen. Information regarding our Calcutta Agents was also furnished and the Agents were requested to keep in touch with Mr. Sen who promised to do his best to popularise our fabrics provided the rates were reduced to some extent. Mrs. Sen kindly put me in touch with the Indian silk Store, Bow Bazaar Street, Calcutta as this firm deals in Swadeshi Fabrics only.

MESSRS. MOTILAL RANJI DAS, HARRISON ROAD. 10th.

This firm had written to Mysore for samples and quotations. I called on this firm and showed all the samples. This firm deals in imported fabrics as well as swadeshi fabrics. The proprietor of the firm appreaciated the quality of our fabrics and was very much impressed with the satin manufactured in our factory. He wanted to know if we produce raw silk in Mysore and if we send out our raw silk to Europe

Europe and get our fabrics woven there as this the quality of our fabrics was very good. I convinced him that we produce a large quantity of raw silk in Mysore and all our fabrics are woven in Mysore only using high grade raw silk produced in the Government Filature. After assuring himself on this point, he showed some inclination to stock our fabrics provided the price was competitige specially in view of the fact that other Indian fabrics and the imported ones are being sold at very cheap rates. Due to business depression and lack of Swadeshi spirit, people are going in for cheap fabrics and if Mysore factory fabrics are put on the market at cheap rates, the proprietor promised to place order for our fabrics to the extent of about 300 yards as a trial. I promised to consider the matter and to request the agents to secure the orders. The agents have booked orders from this firm at reduced rates as per my instructions.

THE BENGAL STORES, CHOWRINGHEE PLACE. 10th.

This stores has been started by Birla Bros. mainly with the object of stocking and selling swadeshi articles. The sales room is situated in a fashionable locality and the show room is very attractively arranged. The stores has been in existence for about two years only. The stores sent round its representatives in in 1933 to Bangalore and Mysore to purchase fabrics produced locally for sale in the stores. The representatives visited the silk factory at Mysore also. The stores was put in touch with Messrs. Malliks, Calcutta who had been securing orders for our fabrics in Bengal area. The concern has been buying our fabrics through our agent.

The firm caters to the elite of Bengal. It had been buying all the requirements regarding silk fabrics from our Agent but of late the purchase of our fabrics has been reduced as Bombay fabrics can be had cheaper.

I had a long discussion with the Manager, Mr. Banerjee, and the

and the salesman of the silk depot Mr. Kocher on the 10th and 11th. Our fabrics are being sold by the stores at Rs 5/- a yard. Our agent has been allowing some commission out of the amount we pay him to this stores as an incentive for continuous orders. The firm expressed inability to sell our fabrics at cheaper rates because of the heavy establishment to be mainted by the firm, the losses due to sale in smaller lengths in retail, the payment of transport charges etc. from Mysore to Calcutta and the slackness in demand and consequent delay in turnover in the case of these heavily priced fabrics. The quality of our fabrics is considered to be very high but our fabrics are rather costly and as such though the clients would like to go in for our fabrics, they cannot afford to do so on account of the business depression and the high prices of our fabrics. Of late, this firm has been obtaining the inferior Bombay Georgette for selling after getting the same printed and the superior Mysore Georgette is sold when clients want plain fabrics. The inferior quality of Bombay Georgtte is covered up to some extent when the fabric is sold after printing. The manager of the stores is anxious to increase the sale of our fabrics but is unable to do so on account of the heavy outlay. He would be in a position to stock our fabrics only in case we can afford to sell the same at about Rs 3/- per yard, would allow one yard more for every piece of 25 yards to avoid loss in retail sales. I pointed out to him that we use genuine high grade Mysore Silk for which we have heavy prices, that we allow ½ yard for each piece of 25 yards to make up for losses in retail sales and that it would be impossible for us to sell our fabrics at the prices mentioned above. The Manager was under the impression that the factory has been making huge profits.

profits. I showed him the samples of Mysore raw silk produced in the Government Filature, Mysore and after he saw the rates per lb. mentioned on the samples of raw silk, after I explained to him that the Government Silk Weaving Factory has not been making profits and that the factory has been started by Government to demonstrate that all high grade fabrics which were being imported so far into India ~~from~~ from foreign countries, could be produced in India and that the sales of the fabrics produced in the factory would benefit the poor sericulturists in the state, he changed his opinion and promised to co-operate with our agents to effect sales of our fabrics if the prices are reduced susbtantially. If prices are reduced, the Manager said that he would not put up his sale prices to the extent he has been doing now as there would be quicker turnover due to increased sales. I promised to consider the matter and arrange to reduce the rates as far as practicable. I told him that it would be possible to reduce the prices considerably if we use imported Chinese raw silk but that our factory being a government concern started solely with the object of finding wider uses to Mysore silk, we have to use high grade Mysore silk only and that we cannot reduce the prices of our fabrics to the extent wanted by the Manager. I also agreed to reduce the prices of Georgette, Crepe and Taffetta sarees to some extent in case order for 4 sarees in each kind of border can be placed. The firm offered to buy about 200 yards of our shirting in case we can sell at Rs 1-8-0 per yard but I offered to sell at Rs 1-12-0 a yard if they agreed to purchase not less than 300 yards. There is no demand for 40" Taffetta Ponge as the width is not suited to the market. The firm offered to buy all the stock of cut pieces of Georgette at Rs 5/- a lb. i.e. about eight annas

eight annas a yard but the rate was too low. Crepe satin 39" to 40" wide which had been prepared in Switzerland out of Mysore silk was shown and the firm wanted to buy one of piece of 21 yards at less than Rs 2/- a yard while I quoted Rs 3/- a yard. The Manager agreed to discuss all the points with the Managing Directors and promised to place orders for his requirment throught our Bengal Agents. This is a very important firm and I have requested the agents to obtain large and continuous orders for our fabrics.

THE INDIAN SILK STORE, BOW BAZAAR STREET. 11-4-34.

This firm deals mostly in Bengal silk fabrics and has the patronage of high class Bengali ladies. Printed Murshidabad silk fabrics are sold in large quantities in the Show room. Photographs and pictures showing all the processes of sericulture are displayed.

I visited this store and had a long discussion with the proprietor with the introduction of Mrs. Sen. The Proprietor has all along been under the impression that Bengal silks are the best. Infact he has issued printed catalogues and leaflets describing the silk industry in India and eulogising the Bengal silks. When he saw all the samples and when I gave him an idea of the silk Industry in Mysore, he had to admit the superiority of our silk fabrics. He was at first unwilling to believe that our fabrics were being produced in Mysore out of pure Mysore silk. He later on promised to co-operate with our agents in pushing on the sale of our fabrics if the prices of our fabrics are competitive. I requested the Bengal agents to keep in touch with this firm.

MESSRS. K.RAMCHAND & CO., LINDSAY STREET, JEKHMALL WALAMALL & BADRINARAYANDAS, COLLEGE STREET.

Cont

I paid visit to these places on the 11th and I showed the samples to the first two firms as the last named person is only a canvasser for order and could not be found in his office. Messrs. K.Ramchand & Co., had been getting our fabrics from our agents but have been going in now for imported fabrics and for Bombay Georgettes. They are willing to take to our fabrics again in case we offer our fabrics at competitive rates. Messrs. Jethmall Wallmall have been selling foreign fabrics along with cheap Indian silks. - The Bengal agents have been requested to be in touch with the above three firms.

MESSRS. AMRITLAL Ojah & CO. , Clive street. 11th.

This firm is the agent for our soaps for Bengal etc. I met Mr. Amritlal Ojha and showed them all the samples. Mr. Amritlal Ojha appreciated the quality of our fabrics and said that there would be good sales in Kathiawar states. As there are separate agents for Bombay Presidency including Kathiawar states, he promised to recommend the names of a few dealers in Kathiawar State to our Bombay agents. In Calcutta also he promised to secure the co-operation of Messrs. Poohoomall Bros. who are the largest importers of foreign fabrics. Messrs. Poohomall Bros. had not shown any interest so far in our fabrics, though our Calcutta agent had gone to theirfirm a number of times. Mr. Amrit lal Ojha promised to take personal interest in the matter and induce the above firm to stock our fabrics. Later on I learnt that Mr. Ojha had a talk with one of the partners of the firm who agreed to study all our samples and see how far he could arrange to popularise our fabrics. This firm is very influential and wants to have direct dealings with the factory. I agreed to send samples of our fabrics. I spoke to the Bengal Agents also regarding

regarding the factory having direct dealings with Poonamall Bros. of Calcutta. The agents are agreeable.

I discussed with Mr. Amritalal Ojha the question of Amritlal Ojha and Co., taking up the agency for our fabrics in Burma. Amritlal Ojha and Co., have a branch in Rangoon. This firm is willing to take the agency for Burma for our fabrics on certain terms regarding which a separate report has been submitted. Mr. Amritlal Ojha wants to depute a man specially to popularise our fabrics in Burma and has arranged to take over about Rs 800/- worth of our fabrics, which we had sent to the Rangoon Exhibition through Messrs. Best & Co., Madras for trying the market.

THE INDIAN SILK HOUSE, CORNWALLIS STREET. 12th.

This firm deals in swadeshi silk goods only and has also established a reputation. This firm had been buying the fabrics of the silk factory through our Bengal Agents but the purchase now has been reduced. The proprietor of the firm said that in view of the dwindling of the swadeshi spirit, the business depression and the competition of other Indian made fabrics, it has been very difficult to push on the sale of the high grade fabrics of the Government Silk Factory, Mysore as their prices were very high. He said that Mysore Factory fabrics have made a name but people hesitate to go in for the same due to high prices. On my agreeing to effect some reduction in the prices of our fabrics and, he placed orders for them and agreed to increase the orders suitably later on.

DEWAN JOSHI & CO., ARMENIAN STREET. 12th.

I called on the firm with an introduction from Mr. N.F. Chunai & Co., Bombay. This firm is not dealing in silk piece goods but has got influence with silk merchants in Calcutta. At the instance of this firm, I showed

showed all the fabrics of our factory to a number of silk merchants in the locality and put them in touch with our Bengal agents. Mr. Vandoram Bhangwanji, Armenian street, Calcutta promised to do his best to induce the silk Merchants in the locality to go in for Mysore factory fabrics.

MARWARI STORES, HARRISON ROAD. 12th.

This stores deals in swadeshi fabrics only and had been getting some of our fabrics form the Bengal agents. All our fabrics were shown to the secretary of the stores. I had a long discussion with him. Hewas of the opinion that the quality of our fabrics has been established and that if prices can be reduced substantially, he would be in a position to push on the sale of our fabrics. He wanted to buy a large quantity of coating if it is made entirely of Mysore silk and if it can be had at about Rs 4/- a yard. I promised to see to the reduction in prices and regarding the manufacture of coating out of pure Mysore silk. Our Bengal agents have secured orders from this firm at reduced rates.

After studying the market conditions and ascertaining the views of the Silk merchants and clients, I had a long discussion with Messrs. Malliks who are our agents for Bengal. After reducing the prices of our fabrics, I was able to secure orders for 1400 yards of our fabrics in Calcutta including all the cut pieces of Georgette in stock in the factory, the crepe satin produced out of Mysore silk in Switzerland. Messrs. Malliks are hopeful of reviving the demand for our fabrics and expect to have good sales by the Puja season.

While in Calcutta, I visited the premises of the Mysore Association and induced the Secretary to keep some

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some samples of our fabrics in the premises. Samples have been sent subsequently.

Messrs. Malliks, the Bengal agents for our fabrics are anxious to have a sale room of their own in Chowringhee to push on the sale of our fabrics in case the response from the dealers is not adequate. In the areas visited by European clients in Calcutta there is more demand for Georgette than for Crepe de chine while in the areas visited by Indian clients, there is more demand for crepe de chine and satin than for Georgette. Messrs. Malliks have been arranging to secure large order for our coating also.

I left Calcutta on the eveing of the 12th April and reached Madras on the morning of the 14th. While in Madras I paid visits to the following places:

MESSRS. BEST & CO. 14th.

I showed all our fabrics to Mr. Rogers of the piece goods department. Though he appreciated the quality, he was not very anxious to deal with our fabrics as the demand would be limited. On further discussion with Mr. S.B. Shankara Rao of Best & Co., the firm has agreed to send out samples of our fabrics to their brokers in Madras and agents in the mofussil places in the Madras Presidency so that the Market may be studied. The firm is willing to take up the agency for our fabrics in Madras presidency after ~~kk~~ studying the market for some time.

THE MADRAS SWADESHI EMPORIUM LTD., MOUNT ROAD. 14th & 16th.

This organisation has been obtaining our fabrics on consignment account. The sales have not been very appreciatble. I met the Secretary as well as the Managing Director, Mrs. Ammu Swaminathan. They were very much interested in the

in the Georgette, Crepe and Taffetta sarees with woven borders and are hopeful of finding ready sale for these sarees as also for our other fabrics in case the prices are reduced substantially. They also wqnt that our fabrics should be delivered F.O.R.Madras as that would facilitate their selling at our factory prices without adding the transport charges etc. from Mysore. This concern has already sent order for a number of sarees after my return to Mysore and have arranged to send order for other fabrics early since I agreed to reduce the prices and to arrange to deliver the fabrics F.O.R. Madras.

MESSRS. AHMED KHALEELI, 36ANGAPPA NAIK STREET.I4th.

I visited this firm and showed the samples. The old gentleman told me that his son who had some correspondence with the factory regarding the fabrics has been away to Poona and that it may not be possible to push on the sale of our fabrics in Madras Presidency where the demand has been for cheap fabrics only. Any way he promised to write to the Factory if any of our fabrics are required.

MESSRS. N.C. PATWA & CO. GODOWN STREET. I4th.

Messrs. N.F.Chunai & Co., Bombay had written to this firm to take interest in our fabrics. This firm is the sole selling agent for three Ahmedabad Mills, in Madras Presidency. The proprietor of this firm along with the proprietor of Dewani Joshi & Co., Areminian Street saw all our fabrics. They appreciated thequality but were doubtful if there would be much demand for these superior and costly fabrics in Madras Presidency. The proprietor of N.C.Patwa & Co., said that he would send out samples to his agents in Madras Presidency to study the market and would create interest for our fabrics in Ahmedabad also. In cace there is some encouraging reports from the agents, he promised to consider the question of obtaining

obtaining our fabrics on consignment account after providing security.

MESSRS. THE INDIAN INDUSTRIAL CO. LTD.,ESPLANADE,MADRAS 14th & 15th.

This is a long established firm dealing in Indian made goods only. Mostly the goods are obtained and sold on consignment account. The proprietor W.T.S.Rajarama Sastri is willing to have our fabrics on consignment account, is not very hopeful of big sales and is not willing to furnish security.

MESSRS. THE GENERAL SWADESHIS LTD.ESPLANADE. 14th &15th

I showed all the samples to the salesman; but I could not meet the proprietor as he was absent on both the days I visited this concern. The concern has been now supplied with samples etc. on request from the proprietor.

MESSRS. KISHANCHAND CHELLARAM,RATTAN BAZAAR.14th.

This firm had been obtaining our fabrics on a small scale. This firm deals mostly in imported fabrics. The proprietor after seeing our samples and Georgette sarees etc. has agreed to place order for our sarees and for our fabrics whenever there is demand from his clients after my agreeing to reduce the rates. This firm has subsequently obtained some of our fabrics.

MESSRS. KISHNACHAND CHELLARAM,MOUNT ROAD. 16th.

The proprietor of this firm had visited our factory in Mysore. He saw all our samples but was not hopeful of selling our fabrics even if we reduced the prices as the demand for swadeshi fabrics was limited and as Japan has been supplying silk and artificial silk mixed crepe de chine and Georgette at very cheap rates. Any way he promised to send us order in case there is a demand for our fabrics.

There is mot much demand for our fabrics in Madras but if our fabrics are arranged to be taken to the houses

houses of rich and well-to-do people specially in Madras city and Andhradesa, there is bound to be good response.

Copies of
/Letters dated the 12th April '34 and 6th April '34 received from Messrs. Malliks, Calcutta and Rahimally Ebrahim & Co., Bombay respectively are submitted herewith for kind information.

SUPERINTENDENT OF SERICULTURE,
MYSORE.

SRS-4)

Report from Messrs. Malliks, Calcutta to the Superintendent of Sericulture, in Mysore, Mysore.

MARKETING SILK FABRICS MADE AT MYSORE GOVERNMENT WG. FACTORY.

In 1931, when Mr. Rama Rao, the then Director of Industries and Commerce first mentioned to me about the Mysore Government's silk Weaving project, I felt much excited and wondered if the Government would appoint my firm to distribute the Factory's products in our part of India. I returned to Calcutta and made it known to many individuals and shopkeepers, that the first Indian Georgette, Crepe-de-chine, Satin etc., made by the Government of Mysore, at their own factory out of the State's yarns, would soon be placed in the market.

The first consignment arrived at the end of 1932 and its receiption was really encouraging. The quality of texture and the finish created wonderful impressionon all who felt the fabrics. To some, the excellence caused suspicion about their origin and many people even asked us quitely if they were really Indian. We felt bucked up and before we approached the shopkeepers, we sent the goods round from door to door. Our object was to acquaint people of this new// arrival in the market. Our next step was to approach the shopkeepers. Majority of the shopkeepers appreciated the quality of the goods but refused to stock, on the ground of excessive cost. We made enquiries and we found the prices of such fabrics from other countries were considerably cheaper. For instance, Japanese Georgette and Crepe-de-chine of ~~xxiii~~ similar quality cost them Rs 2-12-0 and Rs 2-8-0 a yard respectively, including duty. Without much arguing with them we next approached the shopkeepers who were at that time engaged in dealing with only swadeshi goods. Bengal Stores and the Indian Silk House were the two principal firms from where we received response. Swadeshism was at its height

height at the time (1933) and we went on selling both privately and through these two shops and our sales upt Puja 1933 amounted to a total of 4,582 yards.

BALES RECORD.

1932.	October ...	208 yards.
	November ...	264 "
	December ...	55 "
1933	January ...	203 "
	February ...	97 "
	March ...	845 "
	April ...	
	May ...	205 "
	June ...	680 "
	July ...	1040 "
	August ...	585 "
	Septr. ...	400 "

In July 1933 Mr. Ramanathan brought us the news of increased output as a result of expansion of the Mills. Immediately after his departure we started making vigorous attempts all over our area to increase the sales, yet we failed to induce the silk merchants to stock our fabrics. But our door to door sales plus the sales through the shops mentioned before kept the figures up till X'mas as will be seen from the following figures:

	October ...	162½ yards.
	November ...	90 "
	December ...	707½ "

We made a very bad start in 1934. In January 1934 we could book no order, and in February we drew from the Factory only 52½ yards and that was sold privately. All this time, we carried on making enquiries and we learnt that the few shops who were buying of us, had started getting the products of newly started mills in Bombay at rates lower than ours. Our disappointment grew more and more and we wrote to you of our difficulties.

Cont.

The silk dealers in Calcutta are now getting Japanese Georgette and Crepe-de-chine in quality similar to ours at Rs 2-4-0 a yard and selling them retail at Rs 3/- a yard . They are unwilling to stock our fabrics becasue by adding a marginal profit of annas twelve per yard to the cost of Rs 4-4-0 per yard, the selling price comes to Rs 5/- a yard which they consider would be exorbitant. They are of opinion that if the cost of our fabrics can be brought down to Rs 3/- a yard, a certain amount of business would be possible. Besides, they say that they get at least 30 days credit from the Japanese manufacturers and they would expect sucy facilities from us as well.

They say that Bombay Georgette and Crepe-de-chine though inferior to Mysore's are good enough to satisfy they buying public because of their cheapness. But they are still willing to come back to us if we can offer our goods at about Rs 3-4-0 a yard delivered free in Calcutta.

Our own suggestions. Let the Government of Mysore ascertain if the prices can at all be reduced. Even if the reduction is not sufficient to induce either the dealers on the swadeshi shopkeepers, a depot may be opened as a last resort to sell the fabrics. Opening of a depot will mean non-co-operation with dealers but then they are not co-operating even now. The only thing that matters in opening a sales depot is its maintenance . Unfortunately, locality of the shop for this class of goods is the main point and rental of a room however shall it may be, in a suitable area would alone cost Rs 200/- a month. Then there are other expenses and the total estimated cost would not be less than Rs 350/- per month. Business or no business, we are prepared to make an experiment of it from May to December 1934 provided that we receive somehelp from your Government. Your Government may contribute a certain sum of money as an item of advertisement during this period of 8 months.

In this connection we might mention that we have been spending on an average of Rs 100/- to Rs 125/- per month on advertisement to pupularise Mysore silks.

"C O P Y"

SUPERINTENDENT OF SERICULTURE,
MYSORE.

(SRS-2)

Letter dated the 12th April 1934 from Messrs. Malliks, Calcutta to the Superintendent of Sericulture, Mysore.

We have already handed over to Mr. Govind Rao a report on Mysore Government Silk and their market in our Agency area. As we had explained therein the dearth of business is entirely due to excessive cost. Mr. Rao has himself studied the market condition and is now aware of the difficulties we have been experiencing on account of cheap goods from Japan as well as from Bombay whose activity have developed recently. However we are agreeable to place an order for one Thousand yards of Georgette and Crepe-De-Chine if it would be possible for you to let us have the same at Rs 3/8 and Rs 3-12-0 a yard respectively. We intend trying the market once again at this reduced rate and establish a footing. If we succeed, not only our areas in consumption would be covered but regularity of future purchases in term of the agreement might be maintained.

We hope you will take a sympathetic view with us and find your way to supply at the prices we have suggested and in anticipation we intend sending you shades of samples for 1000 yards in a day or two.

"C O P Y".

SUPERINTENDENT OF SERICULTURE,
MYSORE.

SRS-2)

Letter dated, 6th April 1934, from Messrs. Ramjanally Ebrahim and Co., 81, Princess Street, P.O.Box.No.2100, Bombay,2, to the Superintendent of Sericulture, Mysore.

We are in receipt of your letter No.2761 of 2nd inst. as also the enclosed R/R. and Invoice No.1256 for Rs.303/-. We have also received the parcel correctly and have credited the amount of the Invoice to your account.

The post parcel containing the Loom Assessories has been duly handed over to Mr.H.S.Govinda Rao Saheb, as desired by you.

Please be good enough to supply us the following Fabrics, on consignment account:-

150 yards Georgette no.1000 in six different shades of 25 yards each strictly as per samples enclosed (blue,green,orange,pink,cream & sky)

25 yards Georgette no.1000 Natural Colour

25 yards Georgette no.1000 Pure White Colour (to be bleached & sent)

25 yards Crepe-de-chine no.506 Natural Colour

12 yards Satin Lumineaux no.701 Dark Natural Colour

12 yards Satin Lumineaus no.701 Dark Black Colour as per sample enclosed.

24 yards i.e. 4 Georgette Sarees of 6 yards each, no.2600/1, one red, one royal-blue, one sea-green and one salmon, as per shade samples enclosed. Rs.45/- x 4 - total Rs.180/- (within 10th May 1934).

25 yards Georgette no.1000 white (bleached as per sample).

25 yards Georgette no.1000 Salmon no.2.

C.F. 323 yards

B.F. 323 yards

25 yards Georgette no.1000 Peach.

25 yards Georgette no.1000 Light-blue no.2 (14)

25 yards Crepe-de-chine no.506 Natural Colour

25 yards Georgette no.1000 Natural Colour

Total 423 yards

Please be good enough to despatch the above goods altogether as early as possible. We shall be shortly sending you another order with samples of shades required.

We had the pleasure of a lengthy conversation with the Supdt.

of Sericulture yesterday morning, when the following points were discussed:-

(1) Price-reduction. The Supdt. went round the Bazar with our Mr.K.R.Ebrahim and visited most of the Silk dealers in Bombay. After long consideration, the Supdt. had been good enough to reduce the prices of our fabrics as follows, with effect from today:

Georgette no.1000 from Rs.4/- to Rs.3/8/- per yard

Crepe-de-chine from Rs.4/- to Rs.3/12/- per yard,

both subject to our usual Agency-commission of 6¼%.

Although the marriage-season is now over, and the Mohorrum and Adhik Mas time is on, still we hope this reduction in price will help us to improve the sales.

We only wish your goodselves had favourably considered our previous repeated suggestions dated as far back as 22-7-32, 15-12-33 etc. for price reduction. If prices had been reduced earlier, it would have been much advantageous for our Factory.

We may here inform you that the present price of Vishram Bros. Indianese Georgette is only Rs.2/8/ per yard.

(2) Orders: In view of the above reduction, we have promised to place orders of 1250 yards fabrics, and to make renewed efforts, even in the face of the above competitors' prices and difficulties.

As such we have ordered the above-mentioned 423 yards immediately and hope to order out another 577 plus 250 yards or so shortly, both on consignment-account.

(3) Security: Instead of offering any Govt. Papers or Loans as security to your Factory against goods supplied to us on consignment-account, we have requested Mr. Govinda Rao to obtain references from:- 1)The Central Bank of India Ltd., Bombay, or

2) The Mysore Govt. Soap Factory, Bangalore.

(4) Packing & Delivery Charges: There are two factories in Bombay, the Vishram Bros. & Hansraj Bosimi. Both of these have not only kept much lower prices, but make ready delivery at the dealers' shops, without any packing, insurance or cooly charges.

We have explained to Mr. H.S.Govinda Rao how your packing, insurance, freight-charges etc. are adding to our cost. He has considered these difficulties sympathetically and has agreed to waive all these charges.

(5) Advertisement: As regards advertisements, as the pres allowance of Rs.25/- per month is not at all sufficient, we have s far not spent anything for advertisement of Mysore Silks exclusi ly. We have, however, added a line about the superior quality o Mysore Silks in all our Mysore Soap advertisements. These have been shown to Mr.H.S.Govinda Rao.

We beg to suggest that you sanction at least Rs.1000/- (Rs. one thousand) to be spent in a year for advertisements. We propose that this sum be spent in taking up space in Vernacular Papers & Magazines & in the Times of India. We shall send details late on.

The Ladies ' Swadeshi store hasalso applied to the Superintendent for some window display allowance and we shall try to utilise their window also for a week from the above allowance.

Mr. H.S.Govinda Rao Saheb has personally studeid the market conditions and we are sure you will now feel that if the sale of our Mysore Silks has not come up to your expected figures, it is not due to want of any efforts on our part; but due entirely to the reduced buying power of the consumers and to the much lower price of our ompetitors.

We believe the Superintendent may give more details of the market conditions studied by him personally and independently, so that you will know how the sales stand.

" C O P Y"

SUPERINTENDENT OF SERICULTURE ,
MYSORE.

G. R. S. App. F VI—G 2]

SUBJECT.....

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Section Seri

File No. 92-33

Serial No. 4

Diary No. of letter replied to.....

General and Revenue Secretariat

( )

the 193 .

Proceedings of the Government of His Highness the Maharaja of Mysore.

Date of issue..... 6/6/ 193 4

Signed by.....

Read— G.O. no. D. 4838-9 Ser 92-33-29 9th April 1934 sanctioning the deputation of H. H. Lt Gopinada Rao, Supdt. of Seri. to Madras, Bombay and Calcutta to study the market for silk fabrics in those Markets ~~Place, Cent~~

Letter no D4-312-33 9 th May 1934 from the Dir. Lt submitting on his Gopinada Rao's report of work done during the tenure of his deputation,

May this be—

(i) printed ?

(ii) treated as a standing order ?

(iii) published in the Gazette, English part ?

(iv) translated ?

(v) placed at the disposal of the press ?

(vi) published in the Gazette, kannada part ?

Order thereon.—No

Coming (illegible) 5/6/34

Dist requesting that he may be permitted to reduce the prices of Silk fabrics as noted in the margin and that a grant of Rs: 9000/- may be sanctd. for 1934-35 for purposes of the Sale of Goods (Silk Factory) order.

To go down to Rs 3/- per yard } for standard qualities
To Rs 3-4-0 per yard for crepe-de chine & proportionately for other fabrics

No S-878-9

6/6/34

Recorded, with the following observations :-

(a) The reduction in prices up to the limits proposed is approved.

(b) A Sum of Rs: 5000/- is sanctd. for the purpose for advertising the Silk fabrics. The Dir. is requested to point out the source from which this Sum will be met out of this amount can be met. The Sum of Rs: 33,500/- allotted for the advertising of the products of the Soap factory and other Industrial Concerns under 9.0 vs. D

List of Enclosure

The Dir. is requested to report whether the balance of Rs: 4000/- required by the Dir. for the purpose cannot be provided by reducing the allotment of Rs 33,500 asked for separately for the advertisement of the products of the Soap factory and other Industrial Concerns

(c) Steps should be taken to reduce the cost of production by increasing the output especially in the Spring Sections and by effecting economies.

Copied by

Examined by

WD 0254—GPB—10,000—22-8-32

To the Dir. Ind. & Commerce

NVR 25/6 D Leer.

Proceedings of the Government of His Highness the Maharaja of Mysore.

Read:-

Government Order No.D.4838-9/Seri.92-33-2 dated 9th April 1934 sanctioning the deputation of Mr.H.S.Govinda Rao, Superintendent of Sericulture to Madras, Bombay and Calcutta to study the market for silk fabrics in those markets.

2. Letter No.D.4-312-33 dated 9th May 1934 from the Director of Industries and Commerce in Mysore submitting Mr. H. S. Govinda Rao's report of work done during the period of his deputation, and requesting that he may be permitted to reduce the price of silk fabrics as noted in the margin and that a grant of Rs.9,000/- may be sanctioned for 1934-35 for the advertisement of the goods of the Silk Factory.

To go down to Rs.3/- per yard.	for standard georgette.
To Rs.3-4-0 per yard	for crepe-de-chine & proportionately for other fabrics.

Order No. D 5878-9/Seri 92-33-2

Dated Bangalore, the 5th June 1934.

Recorded, with the following observations:-

(a) The reduction in prices up to the limits proposed is approved.

(b) A sum of Rs.5000/- is sanctioned for the present for advertising the silk fabrics. The Director is requested to point out the source from which this amount can be met. The Director is requested to report whether the balance of Rs.4000/- required by the Director for the purpose cannot be found out of the allotment asked for for the advertisement of the products of the soap factory and other industrial concerns.

P.T.O.

(c) Steps should be taken to reduce the cost of production by increasing the output especially in the Dyeing Section and by effecting economies.

for Secretary to Government,
Development Department.

To

The Director of Industries and Commerce in Mysore.

" Comptroller to Government.

B.K.M.3.

Seri. 92-33-5

Telegraphic Address:—"INDUSCOM."

GOVERNMENT OF MYSORE.

DEPARTMENT OF INDUSTRIES AND COMMERCE.

In reply please refer to No. D4-312/33-34.
Encl,

OFFICE OF THE DIRECTOR,

Dated Bangalore, 8th June, *1934*.

D. 6926

FROM

A. V. RAMANATHAN, ESQ., B.A.,
Director of Industries and Commerce in Mysore,
Bangalore (India).

SECRETARIAT
12 JUNE 1934
DEVELOPMENT BRANCH.

To

SECRETARIAT
9. JUN. 1934

M. Venkatanaranappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

SIR,

With reference to para (6) of G.O.No.D.5878-9/Seri.92-33-4 dated 6-6-1934, passing orders among other things, about the amount that might be spent next year for advertising the silk fabrics, I have the honour to state that my proposal to spend Rs.9,000/- on advertising the silks, was for meeting all expenses connected with (1) the Silk Weaving Factory's exclusive advertisements, and (2) its share in the combined advertisements of the Departmental concerns. The entire sum of Rs.9,000/- asked for by me is therefore necessary.

The expenditure connected with these advertisements will be charged to the working expenses of the Factory and met from the provision of Rs.60,600/- under "Repairs and Miscellaneous" made in the Revenue account of the Weaving Section of the Factory in the next year's budget (vide page 23 of the printed Provisional Budget for 1934-35 just issued).

I request you to kindly obtain orders of Government permitting expenditure up to Rs.9,000/- during the next year for advertising the silk fabrics.

I have the honour to be,
Sir,
Your most obedient servant,

DIRECTOR.

ks)3.

G. R. S. App. F VI—G 2]

SUBJECT.....

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Diary No. of letter replied to.....

Section Seri

File No. 92-33

Serial No. 6

General and Revenue Secretariat

( )

the 193 .

Proceedings of the Government of His Highness the Maharaja of Mysore.

Date of issue..... 193 .

Signed by.....

Read— G.O. no D 5878-9/Seri 92-33, dated 9/6/34, ~~passing orders~~, among other things, ~~about~~ a sum of Rs 5000, for the advertisement of silk fabrics, during the year 1934-35 × inquiring whether the

2. Letter no D4-312/33-34, dated 8/9/34 from the Director of Industries, stating that ~~the~~ sum proposed by him was of Rs 9000/- ~~was required~~ for meeting all expenses connected with 1) the Silk Weaving Factories exclusive advertisements, and 2) its share in the Combined advertisements of the Depart-

May this be—

(i) printed ?

(ii) treated as a standing order ?

(iii) published in the Gazette, English part ?

(iv) translated ?

(v) placed at the disposal of the press ?

(vi) published in the Gazette, Kannada part ?

balance of Rs 4000/- asked for, by the Dy could not be found out of the allotment asked for, separately, for the propaganda advertisement of the Govt Silk Factory & other industrial concerns—

mental Concerns, and requesting
he may be permitted to incur expenditure upto Rs 9000 during the year 13-
that ~~Rs 9000 may be sanctioned~~,
the expenditure being met from
the provision of Rs 60,600, under
"Repairs & Miscellaneous" in the
Revenue account of the Weaving
the factory in
Section of the current year's budget 1/7/34
Order No 159-60
The Dii's proposal is sanctd, in the circumstances stated
Sd Geo Legg
10/7/34
To the Dir of I & C
a Compn & Govt Textile Scctt

List of Enclosure

Copied by 5/7/34

Examined by

PROCEEDINGS OF THE GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE.

Read:—

Government Order No.D.5878-9/Seri.92.33.4 dated 6.6.1934, sanctioning among other things a sum of Rs.5,000 for the advertisement of silk fabrics, during the year 1934-35 and enquiring whether the balance of Rs.4,000/- asked for, by the Director could not be found out of the allotment asked for separately, for the advertisement of the products of the Government Soap Factory and other industrial concerns.

2. Letter No.D4.312/33-34 dated 8/9th June 1934, from the Director of Industries and Commerce, stating that the sum of Rs.9,000/- proposed by him was for meeting all expenses connected with (1) the Silk Weaving Factories exclusive advertisements, and (2) its share in the combined advertisements of the Departmental concerns, and requesting that he may be permitted to incur expenditure up to Rs.9,000 during the year 1934-35 the expenditure being met from the provision of Rs.60,600/- under "Repairs and Miscellaneous" in the Revenue Account of the Weaving Section of the Factory in the current year's budget.

ORDER NO. [illegible] Dated, 5th July 1934.

The Director's proposal is sanctioned in the circumstances stated.

Udayaraly
Secretary to Government
Development Department

The Director of Industries and Commerce in Mysore.
" Comptroller to Government, THROUGH the Financia